

**Scope of Work  
City of Roseville  
Safe Kids Placer County  
July 1, 2007 – June 30, 2008**

**Introduction:**

First 5 Placer will support Safe Kids Placer County to provide services under Strategic Result Area Improved Child Health and Safety (page 14-16) in accordance with the First 5 Placer 2007-2010 Strategic Plan and all First 5 Placer policies. This contract may be renewed annually (2007-2010) based on satisfactory achievement of the outcomes.

**Outcome:**

- Parents/caregivers will gain knowledge to prevent unintentional injuries and deaths so that they can keep their children safe.

**Strategies:**

1. Hold Safe Kids events and partner in other community events to educate parents/caregivers on ways to prevent unintentional injuries and deaths to children prenatal - 5.
2. Develop an injury-prevention DVD using local Safe Kids members to discuss the identified risk areas and ways to prevent unintentional injuries and deaths related to these identified risk areas.
3. Distribute the DVDs to First 5 Placer partners, parents/caregivers, and other community agencies to sustain the “preventing unintentional injuries” message.
4. Actively connect with First 5 Placer Partners and act as a resource for information/safety devices to help these agencies support the families they serve in preventing unintentional injuries and deaths.

**Performance Measures:**

- Demographics according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served.
- Results of Parent Survey to measure knowledge gained through viewing the DVD.
- Results of Retrospective Survey to measure the knowledge gained related to safety device/topic (to be completed by parents listed by event).
- Number of safety devices and DVDs distributed.

**First 5 Attribution:**

All published program materials relating to the services provided under this agreement will list First 5 Placer as a funding source. All public relations materials such as brochures, posters, flyers and newsletters will include reference to First 5 Placer and include the First 5 Placer logo.

**Evaluation:**

By state law, the First 5 is required to use outcome-based accountability to determine its expenditures and measure achievement of outcomes (i.e. conditions and/or behaviors) for children prenatal through 5. To assist First 5 Placer to adequately measure the achievement of the outcomes stated in this contract, Contractor will be responsible for collecting, analyzing and reporting performance measure data to First 5 - Placer. Contractor shall participate in First 5 – Placer Learning Conversations to review and analyze performance measurement data and apply learning to improve services and outcomes. If Contractor does not bring the appropriate data to their learning conversations, payments will be withheld until Contractor provides the required data.

**Reporting:**

By state law the Commission is required to submit an annual report to the state First 5 Commission. Since the county report to the state is a compilation of the activities of individuals and organizations receiving First 5 funds in Placer County. Contractor will provide any information requested by First 5 Placer to complete and submit the state annual report and also provide reports to the First 5 Placer Commission as requested.

Also, First 5 Placer convenes an annual “Partner Network Outcome Faire” to report to the community. Contractor shall participate in this annual Outcome Faire.